

Developing a Volunteer Recruitment Message

1. **Why should this activity be done at all?** *What is the need in the community for this activity? What bad things will happen if this activity is not done? Use both statistics and examples to illustrate the harm or problem area. Try to avoid discussing the problem in terms of how it hurts your agency and to concentrate on the impact on clients and the community as a whole.*

2. **What will be the benefit to the community or to the client if the activity is completed?** *What will the activity accomplish? What changes will it make in people's lives? What will the volunteer be able to feel successful about if they complete the project?*

3. **What are some possible fears or objections concerning this project that must be overcome?** *Type of clients? Subject area? Nature of the activity? Skills needed? Geography? Liability?*

4. **What will be the personal benefit to the volunteer in doing the activity?** *Skills? Experience? Flexible schedule? Parking? New friends?*
